Hyundai Turns Up the Heat on Toyota and Honda in the Certified Pre-Owned (CPO) Arena

The Used/CPO Car Insights Report, a new report from the AutoTrader.com Trend Engine, also shows that the luxury segment is most popular among used car shoppers, while prices remain high for used and CPO cars

ATLANTA, Oct. 31, 2011 /PRNewswire/ -- The rise of the Korean automakers in the wake of Toyota and Honda's struggles earlier in the year has been well documented on the new-car front, but it appears that these Japanese automakers may soon be facing stiff competition in the certified pre-owned (CPO) arena as well. According to the Used/CPO Car Insights Report, which provides analysis of monthly activity for both used (non-CPO) and CPO vehicles on the AutoTrader.com site, Hyundai captured five of the top 20 spots for CPO "Big Movers" in September.

(Logo: http://photos.prnewswire.com/prnh/20110425/CL88097LOGO)

To be a "big mover," a vehicle must show significant increases in consumer interest month-over-month. The CPO Hyundai Elantra increased its share of consumer interest on the site by 31.2% in September, making the second-biggest month-over-month move on the site. Following in the Elantra's trajectory were the Hyundai Tucson with a 27.1% increase, the Hyundai Genesis with a 24.4% increase, the Hyundai Santa Fe with a 17.7% increase and the Hyundai Sonata with a 17.3% increase.

Nevertheless, Toyota and Honda remained strong on the CPO front, capturing a combined six out of 20 spots on the list of most-viewed CPO vehicles in September. Of those, there were four Toyota Models: the Toyota Tundra at No. 4, the Toyota Tacoma at No. 5, the Toyota Camry at No. 8 and the Toyota Highlander at No. 17. Perennial favorites from Honda, the Accord and Civic, came in at Nos. 2 and 13, respectively.

"With their inclusion on the list of most-viewed CPO cars in September, Toyota and Honda are still very strong players in the market," said Rick Wainschel, vice president of automotive insights at AutoTrader.com. "However, the reason we watch the big movers on the site is because they can surface interesting early trends, and seeing one automaker dominate the list—particularly one that has made ongoing advances in terms of product quality, innovative programs and overall sales—is certainly telling."

Segment Tracker: Luxury Car Segment Captures Most Consumer Interest for Used and CPO

By segment, luxury cars captured the biggest share of interest from consumers shopping for both used (non-CPO) and CPO vehicles on the site. In fact, the non-CPO luxury car segment increased 0.4 points in share from the month prior. BMW's 3 Series was the most popular pre-owned luxury car on the site, showing up at No. 1 on the CPO list and No. 3 on the non-CPO list. In addition to the 3 Series, BMW had two other vehicles on the list of most-viewed used vehicles: the BMW 5 Series at No. 18 and the BMW M Series at No. 19. On the list of most-viewed CPO vehicles, BMW had the X Series at No. 9 and 5 Series at No. 12, in addition to the 3 Series in the No. 1 spot.

Price Tracker: Civic and Accord See Big Year-Over-Year Increases

Asking prices for used and CPO cars have been steadily on the rise over the past year, pushed up by numerous economic factors including supply and demand issues, fuel prices and supply-side issues in the new car market. While an in-depth month-over-month analysis shows that prices have started to level off and even decrease for numerous models, prices for the majority of used and CPO vehicles are still higher than they were one year ago.

In September, 10 out of the top 20 most-viewed used cars and 17 out of the top 20 most-viewed CPO cars showed year-over-year increases in median asking price.

However, it was the Honda Civic and Honda Accord that stood out on each list. The used Honda Civic's asking price increased 14.8% ($1,924) year-over-year, and the used Honda Accord's asking price increased 12.2% ($1,831) year-over-year. On the CPO front, The Honda Civic's price increased 9.6% ($1,542) and the Honda Accord's price increased 10.2% ($1,825).

"Like Toyota, Honda has some ground to make up on the new car front, but its ever popular Civic and Accord are still in high demand and are commanding notably higher premiums this year," noted Wainschel. "As the economic challenges that influenced major price changes earlier in the year subside, consumers will have to keep an eye on the gaps between new and used vehicle prices so they can make the best decision that is right for them."

About AutoTrader.com

Atlanta-based AutoTrader.com, created in 1997, is the Internet's ultimate automotive marketplace and consumer information website. AutoTrader.com aggregates in a single location millions of new cars, used cars and certified pre-owned cars from thousands of auto dealers and private sellers and is a leading online resource for auto dealers, individuals and manufacturers to advertise and market their vehicles to in-market shoppers. The company also provides a robust suite of software tools for dealers and manufacturers to help them manage and market their vehicle inventory and display advertising on the Internet. AutoTrader.com continues to grow key business metrics, including revenue, profitability and site traffic. Today, AutoTrader.com attracts more than 15 million unique monthly visitors who utilize the site to review descriptions, photos and videos of vehicles for sale; research and compare vehicles; review pricing and specials; and read auto-related content like buying and selling tips and editorial coverage of major auto shows and automotive trends. AutoTrader.com operates two other auto marketing brands, AutoTraderClassics.com and AutoTraderLatino.com. AutoTrader.com also owns used vehicle management software company vAuto, Kelley Blue Book (Kbb.com), HomeNet Automotive, a leading provider of online inventory management and merchandising solutions for the automotive retail industry and VinSolutions, a leading provider of end-to-end solution platforms for dealers. AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. Providence Equity Partners is a 25 percent owner of the company and Kleiner Perkins Caufield & Byers is also an investor. For more information, please visit www.autotrader.com.

Big Movers: Top CPO Vehicles by Share of Interest

Make	Model	MOM Share Increase
Chevrolet	Cruze	34.5%
Hyundai	Elantra	31.2%
Infiniti	Q-Series	27.6%
Hyundai	Tucson	27.1%
Kia	Sorento	26.7%
Audi	A8	25.4%
Dodge	Dakota	24.9%
Audi	A5	24.7%
Hyundai	Genesis	24.4%
Nissan	Frontier	21.9%
GMC	Terrain	21.1%
Jeep	Grand Cherokee	20.2%
Audi	S Models	18.9%
Chevrolet	Silverado 3500	18.1%
Audi	Q5	17.9%
Jaguar	XF	17.8%
Hyundai	Santa Fe	17.7%

Hyundai	Sonata	17.3%
Lexus	SC Models	15.7%
Subaru	Impreza WRX	14.1%

Most-Viewed CPO Vehicles: Top 20 Models by Share of Vehicle Interest

CPO Sept 2011 Rank	Make	Model	CPO Rank Change from Aug '11	CPO Rank Change from Sept '10	Used Rank Sept '11	Used Rank Sept '10
1	BMW	3 Series	0	0	3	3
2	Honda	Accord	0	0	9	6
3	Chevrolet	Silverado 1500	0	0	2	2
4	Toyota	Tundra	0	1	22	24
5	Toyota	Tacoma	2	3	14	14
6	Audi	A4	-1	3	21	21
7	Chevrolet	Tahoe	1	-1	15	13
8	Toyota	Camry	-2	-1	24	23
9	BMW	X Series	2	1	27	28
10	Ford	F-150	-1	-6	1	1
11	Volkswagen	Jetta	-1	6	25	25
12	BMW	5 Series	1	0	18	19
13	Honda	Civic	-1	-2	7	8
14	Porsche	911/911Turbo	0	6	28	32
15	Mercedes-Benz	E Class	0	4	33	39
16	Acura	TL Models	1	-2	42	37
17	Toyota	Highlander	-1	-2	78	96
18	Mercedes-Benz	C Class	0	0	29	30
19	Ford	Mustang	3	-6	4	4
20	Acura	MDX	-1	-4	74	85

* N/A - Vehicle was not available in reported month

Most-Viewed Used (non-CPO) Vehicles: Top 20 Models by Share of Vehicle Interest

Used Sept 2011 Rank	Make	Model	Used Rank Change from Aug '11	Used Rank Change from Sept '10	CPO Rank Sept '11	CPO Rank Sept '10
1	Ford	F-150	0	0	10	4
2	Chevrolet	Silverado 1500	0	0	3	3
3	BMW	3 Series	0	0	1	1
4	Ford	Mustang	0	0	19	13
5	Ford	F-250	0	0	88	68
6	Jeep	Wrangler	0	1	27	27
7	Honda	Civic	1	1	13	11
8	Dodge	Ram 1500	-1	1	35	35
9	Honda	Accord	0	-3	2	2
10	Chevrolet	Silverado 2500	0	1	46	41
11	Infiniti	G35/37	0	-1	48	63

12	Dodge	Ram 2500	1	0	120	125
13	Jeep	Grand Cherokee	-1	4	23	39
14	Toyota	Tacoma	0	0	5	8
15	Chevrolet	Tahoe	0	-2	7	6
16	Chevrolet	Corvette	0	-1	36	30
17	Nissan	Altima	0	-1	24	25
18	BMW	5 Series	0	1	12	12
19	BMW	M Series	1	-1	52	50
20	Ford	F-350	-1	0	187	153

* N/A - Vehicle was not available in reported month

CPO Segment Tracker: All Segments by Share of Vehicle Interest

Sept 2011 Rank	Segment	Share Point Change from Aug '11	Share Point Change from Sept '10	Share Point Change from Sept '09
1	Luxury Car	0.0	-0.5	-2.6
2	Midsize SUV	0.1	0.6	1.8
3	Midsize Car	-0.3	-0.2	0.4
4	Full-size Truck	0.1	-0.9	-1.4
5	Compact Car	-0.1	1.1	2.0
6	Luxury SUV	-0.1	-0.1	0.0
7	Sports Car	0.2	0.5	1.0
8	Full-size SUV	0.0	-0.6	-1.5
9	Compact SUV	0.1	0.5	0.7
10	Full-size Car	0.1	-0.3	-0.4
11	Compact Truck	0.0	-0.1	0.0
12	Van	-0.1	0.0	-0.1
13	Exotic	0.0	0.0	0.0

Used (non-CPO) Segment Tracker: All Segments by Share of Vehicle Interest

Sept 2011 Rank	Segment	Share Point Change from Aug '11	Share Point Change from Sept '10	Share Point Change from Sept '09
1	Luxury Car	0.4	-0.1	0.1
2	Full-size Truck	0.5	0.1	0.9
3	Midsize SUV	0.0	0.5	1.1
4	Compact Car	-0.5	-0.1	-1.1
5	Sports Car	-0.2	0.3	-0.5
6	Midsize Car	-0.3	-0.3	-0.9
7	Luxury SUV	0.3	-0.2	0.3
8	Full-size SUV	0.0	-0.3	0.0
9	Compact Truck	0.0	0.0	0.1
10	Van	-0.1	-0.1	-0.2
11	Full-size Car	0.0	-0.1	-0.2
12	Compact SUV	0.0	0.3	0.5
13	Exotic	-0.1	0.0	0.0

Price Tracker: Top 20 Most-Viewed CPO Models by Share of Vehicle Interest

CPO Sept 2011 Rank	Make	Model	CPO Median Inventory Listing Price	CPO Price Change from Aug '11	CPO Price Change from Sept '10	CPO Price Change from Sept '09	Used Median Inventory Listing Price Sept '11	Used Price Change from Sept '10
1	BMW	3 Series	$29,995	-1.6%	4.1%	3.4%	$22,980	6.9%
2	Honda	Accord	$19,800	-0.9%	10.2%	10.6%	$16,795	12.2%
3	Chevrolet	Silverado 1500	$24,995	0.0%	0.2%	8.7%	$17,995	-3.2%
4	Toyota	Tundra	$26,390	-1.5%	4.3%	6.9%	$20,380	-2.9%
5	Toyota	Tacoma	$24,880	1.2%	8.3%	5.9%	$19,499	8.4%
6	Audi	A4	$27,890	7.3%	7.3%	11.6%	$18,990	1.1%
7	Chevrolet	Tahoe	$33,495	0.4%	-1.4%	8.1%	$20,000	-16.3%
8	Toyota	Camry	$17,992	0.0%	5.9%	-5.2%	$15,991	7.3%
9	BMW	X Series	$36,977	0.8%	2.7%	23.3%	$22,998	-7.6%
10	Ford	F-150	$26,988	1.9%	8.0%	12.5%	$17,995	-5.3%
11	Volkswagen	Jetta	$17,495	-0.3%	9.4%	9.4%	$13,991	7.7%
12	BMW	5 Series	$34,995	-1.4%	-2.5%	0.0%	$24,900	0.4%
13	Honda	Civic	$17,527	-2.0%	9.6%	3.9%	$14,922	14.8%
14	Porsche	911/911Turbo	$73,996	-1.2%	6.6%	15.6%	$55,000	0.9%
15	Mercedes-Benz	E Class	$37,988	0.1%	3.0%	6.2%	$24,995	-3.5%
16	Acura	TL Models	$27,000	0.0%	3.9%	8.0%	$17,995	-3.1%
17	Toyota	Highlander	$26,995	0.0%	8.0%	13.0%	$17,978	4.2%
18	Mercedes-Benz	C Class	$29,995	-1.9%	0.4%	15.4%	$23,000	15.0%
19	Ford	Mustang	$22,967	-0.1%	9.2%	18.7%	$17,990	5.9%
20	Acura	MDX	$31,999	0.0%	-0.6%	18.5%	$19,997	-13.0%

* N/A - Vehicle was not available in reported month

Price Tracker: Top 20 Most-Viewed Used (non-CPO) Models by Share of Vehicle Interest

Used Sept 2011 Rank	Make	Model	Used Median Inventory Listing Price	Used Price Change from Aug '11	Used Price Change from Sept '10	Used Price Change from Sept '09	CPO Median Inventory Listing Price Sept '11	CPO Price Change from Sept '10
1	Ford	F-150	$17,995	0.0%	-5.3%	-2.1%	$26,988	8.0%
2	Chevrolet	Silverado 1500	$17,995	0.0%	-3.2%	5.9%	$24,995	0.2%
3	BMW	3 Series	$22,980	0.0%	6.9%	9.4%	$29,995	4.1%
4	Ford	Mustang	$17,990	0.0%	5.9%	12.5%	$22,967	9.2%
5	Ford	F-250	$20,990	0.0%	-8.7%	0.0%	$35,218	0.7%
6	Jeep	Wrangler	$19,998	0.0%	0.0%	11.1%	$23,995	4.3%
7	Honda	Civic	$14,922	-0.4%	14.8%	16.1%	$17,527	9.6%
8	Dodge	Ram 1500	$16,800	0.1%	-6.6%	-1.1%	$23,837	-0.3%
9	Honda	Accord	$16,795	-1.1%	12.2%	14.6%	$19,800	10.2%
10	Chevrolet	Silverado 2500	$18,995	0.0%	-7.3%	0.0%	$33,988	6.2%
11	Infiniti	G35/37	$23,899	-0.4%	4.4%	9.1%	$28,338	3.0%
12	Dodge	Ram 2500	$23,998	0.0%	-4.0%	0.5%	$33,433	2.9%
13	Jeep	Grand Cherokee	$14,988	0.3%	-0.1%	-3.2%	$22,948	9.8%
14	Toyota	Tacoma	$19,499	-0.4%	8.4%	9.5%	$24,880	8.3%
15	Chevrolet	Tahoe	$20,000	0.1%	-16.3%	-4.7%	$33,495	-1.4%
16	Chevrolet	Corvette	$31,995	0.0%	0.1%	0.0%	$39,678	2.0%
17	Nissan	Altima	$15,995	-5.2%	6.7%	13.4%	$17,995	5.9%
18	BMW	5 Series	$24,900	0.1%	0.4%	-4.2%	$34,995	-2.5%

19	BMW	M Series	$38,900	2.4%	19.5%	21.6%	$52,388	-8.1%
20	Ford	F-350	$22,922	-0.3%	-7.9%	-1.4%	$36,999	-1.7%

* N/A - Vehicle was not available in reported month

SOURCE AutoTrader.com

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